

Коммерсантъ®

| United Kingdom



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WHY KOMMERSANT?

Welcome to Kommersant UK, the most popular and respected Russian language media source in the UK. Kommersant UK comprises a bi-weekly printed edition and online website.

Kommersant is:

- A world renown brand and a highly quoted and respected Russian media agency
- A leading financial publication in Russian: read by business owners, leaders and professionals, across numerous business sectors from all former Soviet states
- One of the largest publishing houses in Russia
- 12 pages of high quality and up-to-date information on world and Russian business. Including; financial and economic news, government and politics, high society, culture and sporting events. Also featuring precise forecasting and indepth analysis
- One of the most authoritative and influential Russian publications for decision-makers

Since February 2009 Kommersant newspaper has been printed and distributed in the United Kingdom as Kommersant UK.

Today Kommersant UK delivers compelling and valuable information to the Russian speaking community in the UK; including changes to legislation, specifics of business in Great Britain, all major social and business events, success stories and details of new companies founded or managed by Russian speaking residents.

Top brands trust Kommersant UK:

Our advertisers stem from a broad spectrum of well-respected industries, including: Real Estate, Banking and Finance, Luxury Products and Services, Education Services, Automotive Dealerships, Immigration Specialists, and Recruitment Agencies.

Our advertisers:



AUDIENCE AND DISTRIBUTION

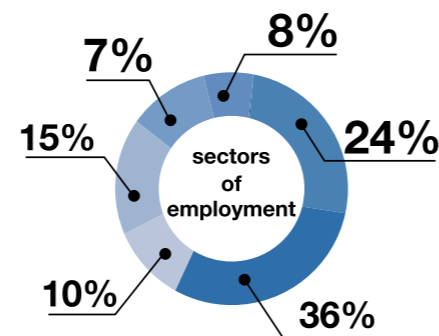
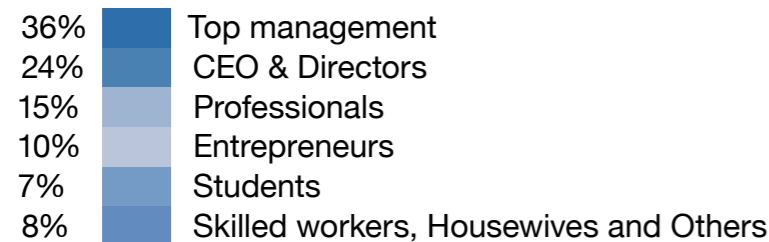
Kommersant UK offers authoritative and well respected insights into: international news, politics, business, finance and leisure. The publication and website are aimed at wealthy and higher middle class Russian speaking readers in the UK and beyond.

Kommersant UK has:

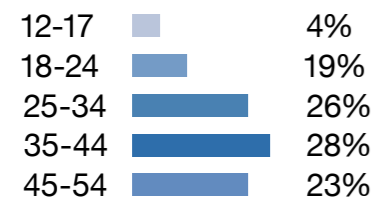
- Over **200,000** readers
- Over **360,000** monthly views on the website
- Over **250,000** monthly reaches on Facebook

The right audience for your advertisements

Readership demographics



Age



Gender



Kommersant UK is available via subscription and is distributed to carefully selected locations, including:

- International press agents
- 5 star hotels
- Airline lounges
(British Airways, Aeroflot, Air Baltic)
- Private jets
- Onboard aircraft
- Russian restaurants and shops
- Russian-related business events and cultural venues
- Private and corporate subscription holders

Kommersant UK is distributed in Great Britain and Northern Ireland



ADVERTISING WITH KOMMERSANT UK

1. Inspire trust

Inclusion in the most reputed Russian business newspaper Kommersant, is a clear indicator of success and enjoys brand association with trusted global brands such as Citi Bank, HSBC, Sotheby's, JLL etc.

2. All over London!

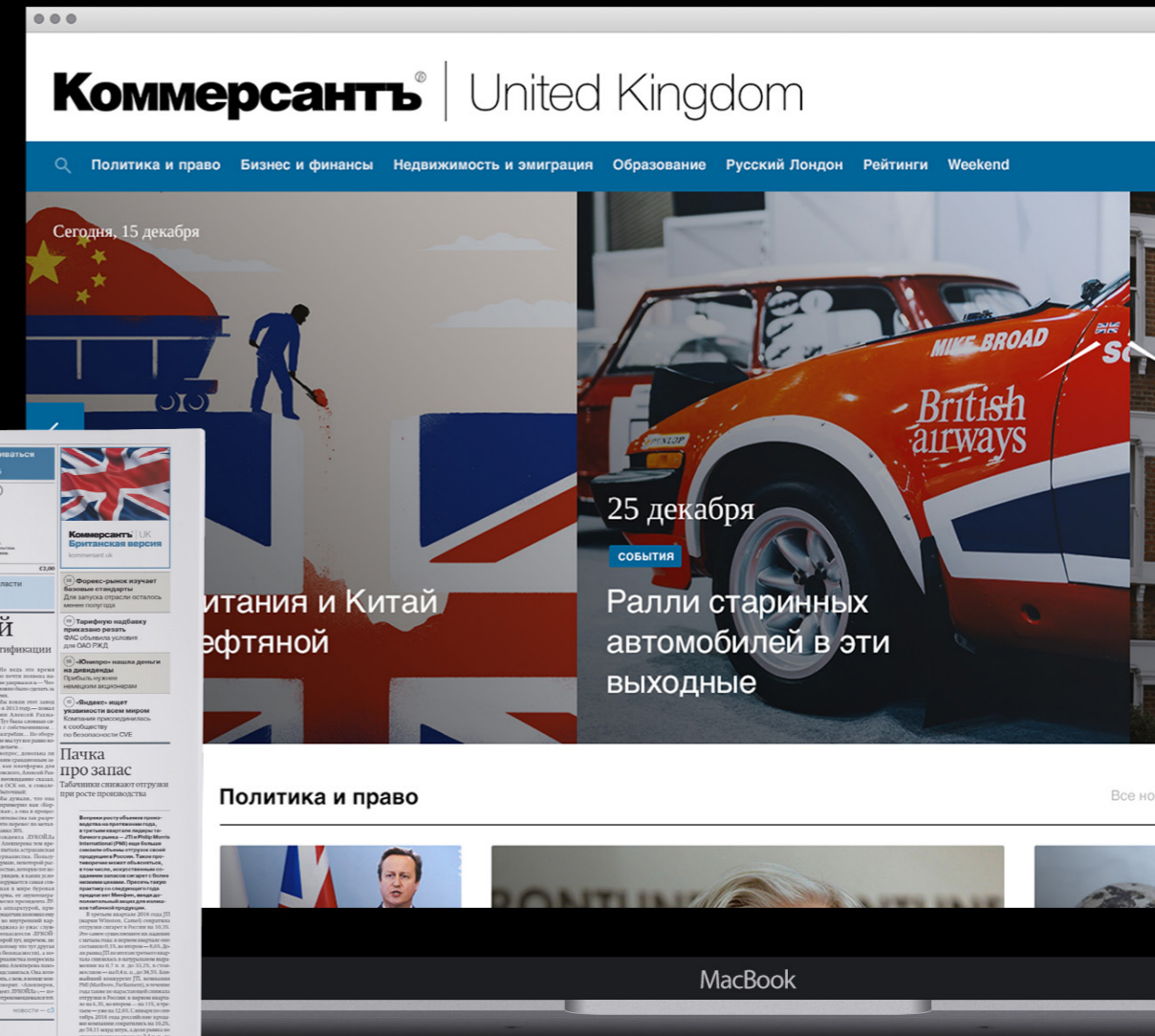
Advertising in the printed edition of Kommersant UK will reach more than 500 distribution points across central London including; luxury hotels, offices, luxury shops, and airport lounges.

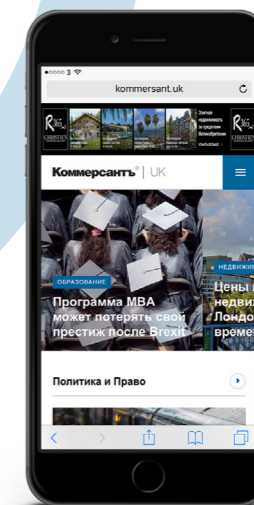
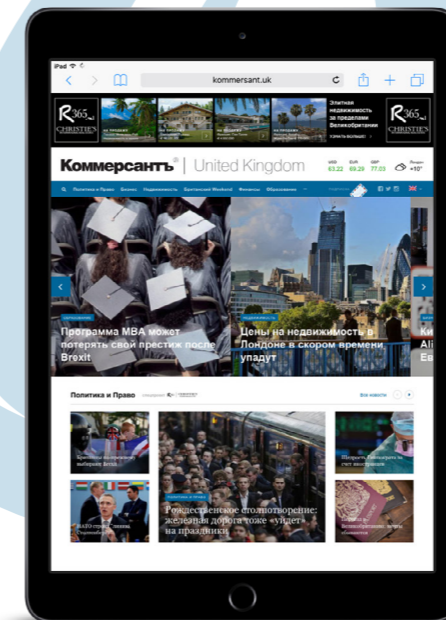
3. Brand status and reputation

To our readers and the Russian speaking business community, Kommersant UK is a name synonymous with excellence and a source they can trust. An advertisement in Kommersant UK is positive proof of your brand's provenance and status.

4. Readers convert into customers with only one click!

Your banner is situated above your article page, enabling readers to visit your website directly. This strategic placement of your banner increases conversion from 60% to 140%.



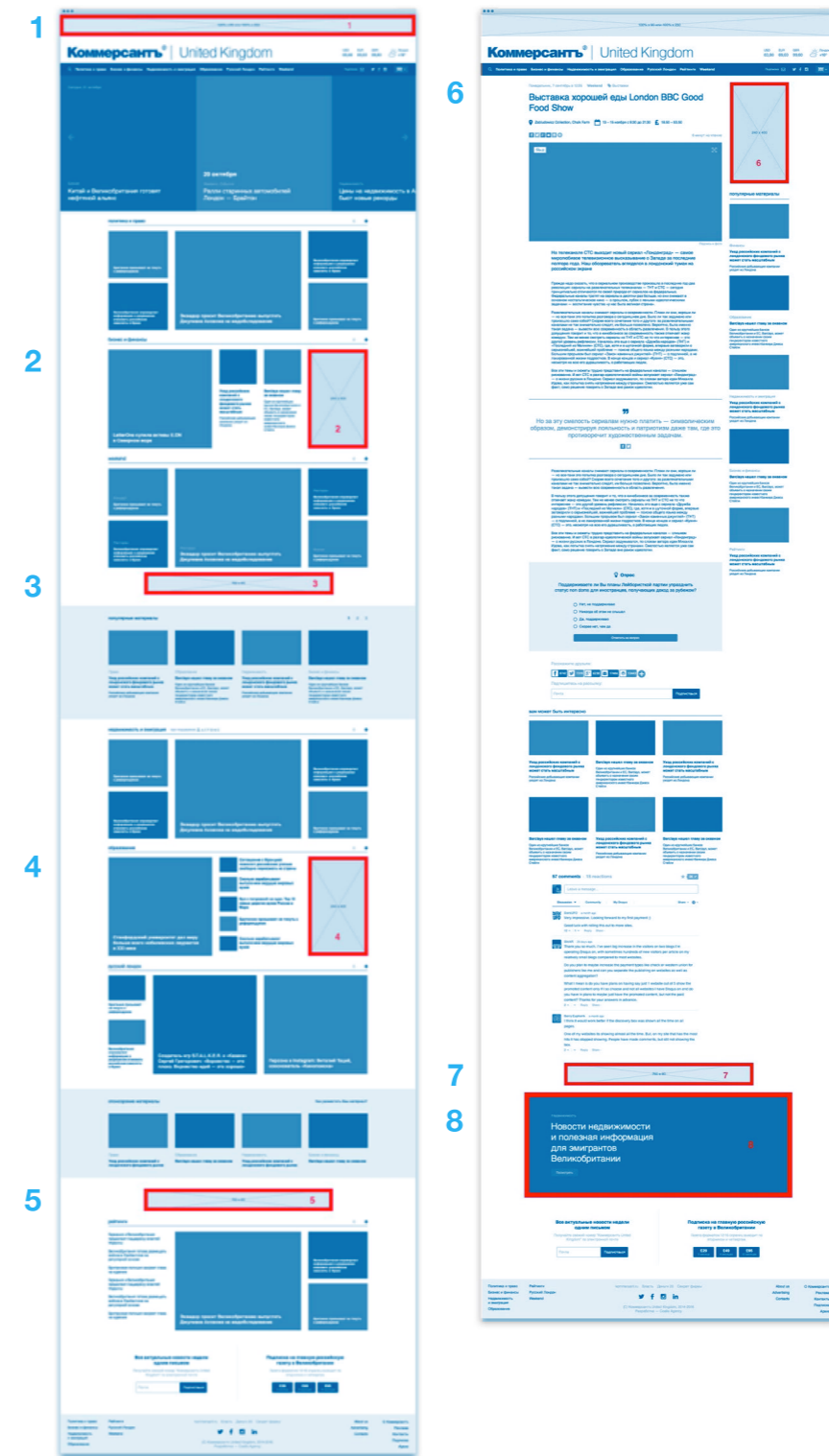


ADVERTISE AT WWW.KOMMERSANT.UK

ONLINE ADVERTISING

Kommersant.uk offers advanced advertising options, to ensure you get the best possible media exposure.

	Ad placement	Size	Price
Banner ads			
	Top horizontal banner (1)	100%x90	£1 480,00
	Top horizontal banner (1)	100%x250	£1 800,00
	Side banner (2)	240x400	£760,00
	Horizontal banner (3)	760x90	£1 000,00
	Side banner (4)	240x400	£660,00
	Horizontal banner (5)	760x90	£1 300,00
	Article page banner (6)	240x400	£460,00
Sponsored articles			
	Sponsored article	1 month	£1 500,00
	Sponsored article pinned to the homepage	1 week	£600,00
	Section/article supporting banner	1 month	£600,00
	Sponsored article - weekend section (long read)	1 month	£2 500,00
	Sponsored article - weekend section (short read)	1 month	£750,00
Branding			
	Section branding	1 month	£3 100,00
	Category/article supporting banner	1 month	£600,00
	Home page branding	1 month	£5 100,00
Branded section + articles			
	Branding + 4 articles + supporting banners	1 month	£9 000,00
	Add subscription form	1 month	£2 500,00



- 1. TOP HORIZONTAL BANNER
- 2. SIDE BANNER
- 3. HORIZONTAL BANNER
- 4. SIDE BANNER
- 5. HORIZONTAL BANNER
- 6. ARTICLE PAGE BANNER
- 7. HORIZONTAL BANNER
- 8. BOTTOM BANNER



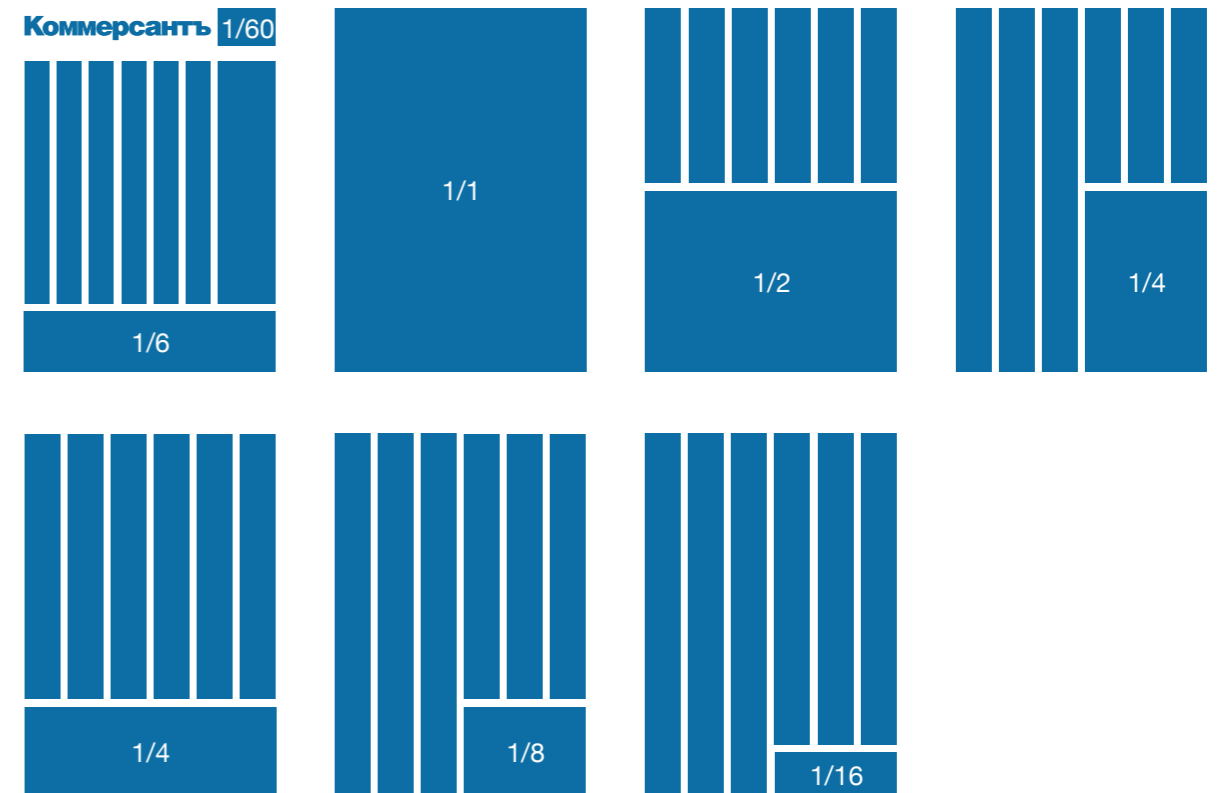
NEWSPAPER ADVERTISING



NEWSPAPER ADVERTISING

Kommersant in UK newspaper profile

Periodicity: 2 times a week
Issuing days: Tuesday and Thursday
Format: Broadsheet
Volume: 12 pages
Paper: Newspaper
Printing: Off-set
Retail cost: £ 2.00
Circulation and pricing: 2,000–5,000 per issue
Subscription cost: £130 (12 months), £ 65 (6 months), £ 32 (3 months)



Advertising rates* in UK edition

First page colour	size (mm)	rate
1/6	320 x 81	£650
1/60	72 x 42	£450

Last page colour	size (mm)	rate
1/1	320 x 530	£1200
1/2	320 x 261	£650
1/4	156 x 261	£450

Black & white page	size (mm)	rate
1/1	320 x 530	£700
1/2	320 x 261	£450
1/4	156 x 261	£250
1/4	320 x 127	£250
1/8	156 x 127	£150
1/16	156 x 60	£75

Discounts available on

10 insertions	5%
15 insertions	10%
20 insertions	15%

* EXEMPT FROM VAT. WE OPERATE ONLY ON ADVANCED PAYMENT

ADVERTORIAL OR SPONSORED ARTICLES

Advertorial or sponsored articles:

You can write your own article to promote your company, in-house specialists, expertise and services. Articles should be designed to build trust, raise awareness and as a result attract more clients.

Points to consider:

1. Memorable and great for SEO

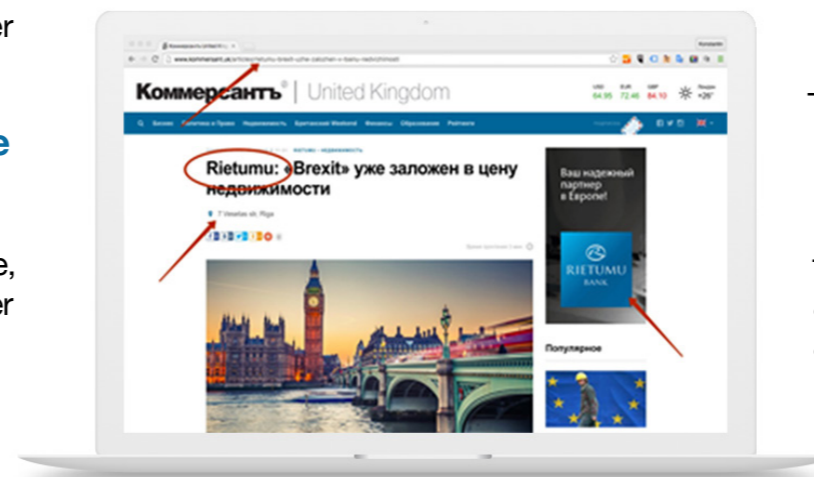
The headline and the URL of your article should feature your company name. This means that even if a person doesn't read the article, by reading the headlines they are exposed to your brand. This is also fundamental to good SEO. Your website will be linked to from a high ranking Russian media site – this is great for your SEO and positively associates your brand with a world renown media platform. This is also instantly influential to potential online customers searching for your brand name.

2. Customers take action immediately!

Your office address and map are instantly accessible on your article page, so customers can take action immediately after reading the article about your company.

3. Readers convert into customers with only one click!

Your banner is exclusively placed at the top of your article page, so the reader can access your website straight away. This banner increases conversion from 60% to 140%.



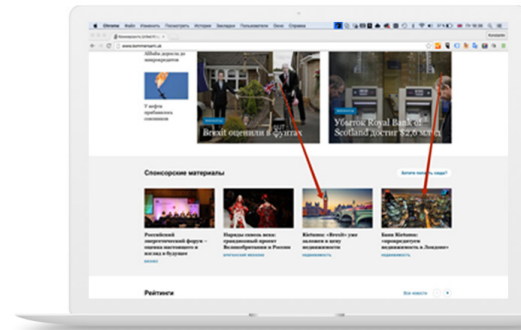
4. Hooking readers up with the exclusive offers

Your brand logo and advert are strategically highlighted below your article. This provides a valuable marketing opportunity to promote exclusive offers and other promotions. No other media websites currently offer this kind of tactical ad placement.



5. Seen by everybody!

Advertorials stand out from other articles as they are pinned to the homepage. One week of staying on the homepage increases exposure of your article by up to 330%.



6. More than 75,000 reaches on social media!

Every advertorial is actively promoted through our social media channels, reaching more than 70,000 readers in our online community. We also post your advertorial to our partner groups.

Printed Newspaper:

There is nothing quite like seeing your brand's high quality advertisement printed in a respected and widely distributed publication. Advertorials are located on the last page of each issue and command attention in a way that only hard copy advertising can achieve.



ADVERTISING PACKAGES

Kommersant UK provides tailormade media marketing solutions, to ensure our advertisers get the most from their media appearance.

Advertising packages are designed to make the most of your media exposure:

ON-LINE/PRINTING PACKAGE #1: 3 MONTHS

- Side banner (1)
- 1/4 creative insertion in the newspaper (once a week)
- 2 promo articles

PRICE: £5,550 (6 months - 30% off, 12 months - 45% off)

ON-LINE/PRINTING PACKAGE #2: 3 MONTHS

- Top horizontal banner (1)
- 1/2 creative insertion in the newspaper (once a week)
- 2 promo articles

PRICE: £7,450 (6 months - 30% off, 12 months - 45% off)

BONUS: customised mailing campaign, social network promotion

ON-LINE/PRINTING PACKAGE #3: 3 MONTHS

- Top horizontal banner (1)
- 1/2 creative insertion in the newspaper (twice a week)
- 3 promo articles, pinned on the homepage

- Side banner (2)

PRICE: £11,850 (6 months - 30% off, 12 months - 45% off)

BONUS: customised mailing campaign, social network promotion, one pinned promo article

Homepage Branding:

Your brand can be here. Every reader who visits the Kommersant UK homepage will see your brand, become aware of your services and be able to visit your website directly.

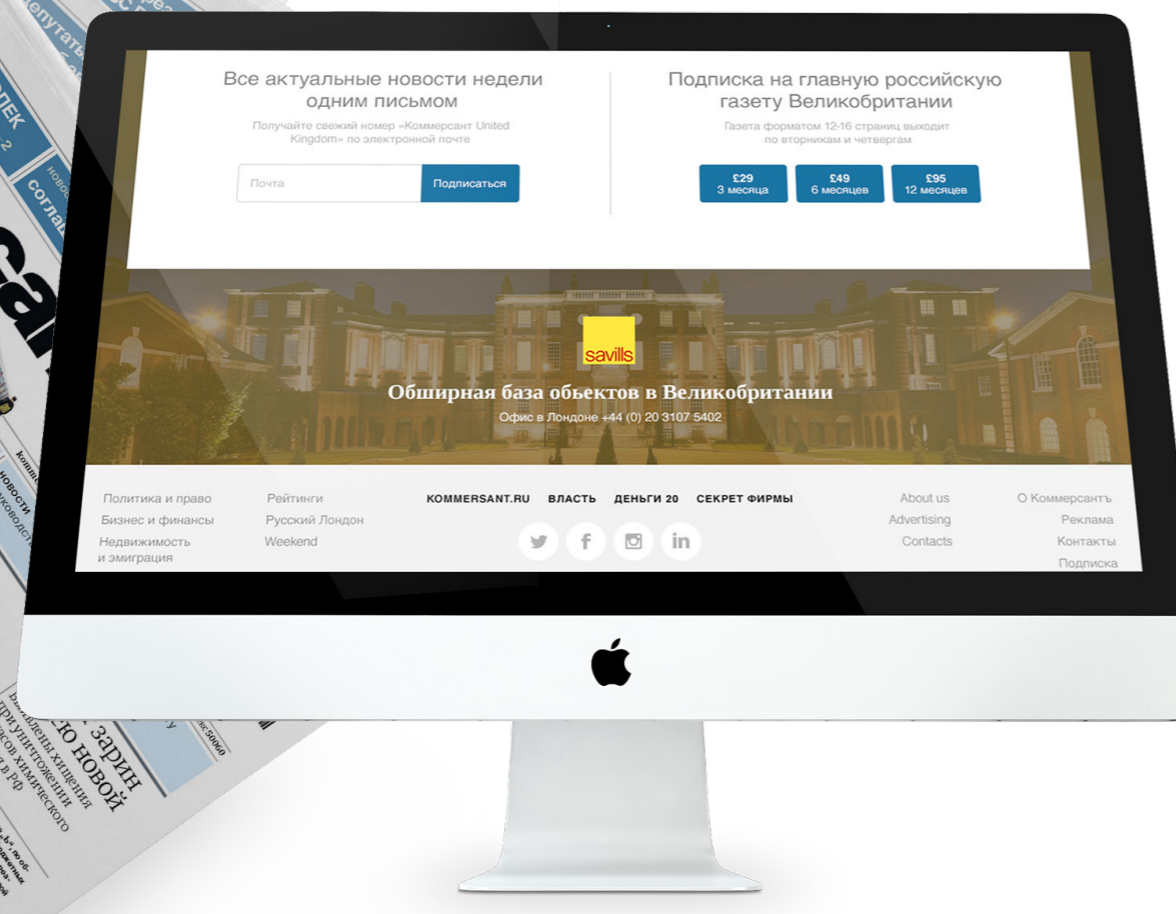




SPONSORED PROJECTS AND EXTRA OPTIONS

Specially Created for your Needs

To make the most of advertising in Kommersant UK, we create tailored campaigns to ensure your brand is targeting and attracting clients right away.



1. Premium

- Sponsored section created specially for the client and seen on the homepage
- Full branding of the section with logos, colours and company branding
- 8 promo articles created for and about the company, focusing on services, areas of expertise and industry related news
- Customised email subscription to provide the client with those interested to use company's services and/or buy the product
- Interaction with readers: tailored tests, promotions, games
- 2 banners in all articles within the relevant category
- Full advertising page in printed edition (twice a week)
- Social media promotion

PRICE ON APPLICATION

2. Active promo

- Homepage branding with logos, colours and company brands
- 4 promo articles created for and about the company, focusing on services, areas of expertise and industry related news
- All articles pinned on the homepage to generate additional interest
- 1/2 advertising page in printed edition (twice a week)
- Horizontal banner on the website pages
- Social media promotion

PRICE ON APPLICATION

3. Business

- Section page branding with logos, colours and company branding
- 1/2 advertising page in printed edition (once a week)
- 2 promo articles created for and about the company, focusing on services, areas of expertise and industry related news
- Social media promotion

PRICE ON APPLICATION



Kommersant UK provides access to advertising both in the UK and in Russia. If you are looking to extend your advertising beyond the UK, Kommersant UK can offer you a comprehensive service in placing your advertising in any publication you are interested in, including Dengi, Vlast etc.

One stop shop solutions – for anything you are interested in Russian, Kommersant is on your doorstep: in English and in pounds to make it easier for you.

**FOR MORE INFORMATION PLEASE
CONTACT US AT ADMIN@KOMMERSANT.UK
OR +44 (0) 2033840195**

KOMMERSANT.UK — YOUR BRIDGE TO RUSSIA

EVENTS WITH KOMMERSANT UK

Partnership proposal for the events

1. Advertising the event where Kommersant UK is stated as one of the organizers — 2 × 1/4 in mono; 1 × 1/4 in colour
2. Placement of banner with announcement of the event on www.kommersantuk.com for two weeks
3. Daily posts with announcement of the event on Kommersant UK's accounts in Facebook and twitter for two weeks
4. Photo coverage in Kommersant UK
5. The right to place Kommersant's logo on all material associated with the event

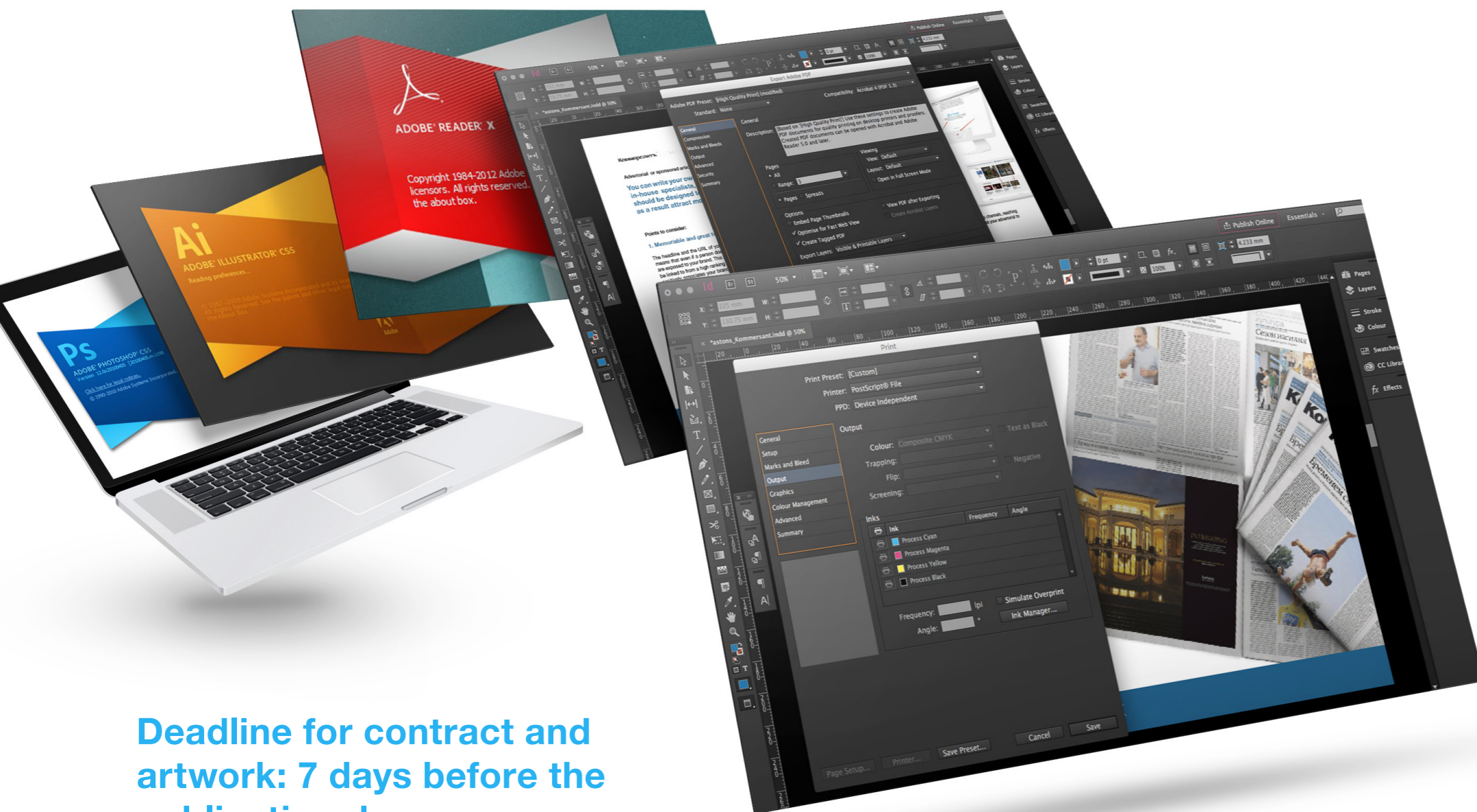


Conference with Kommersant UK implies

- Business relationship with the leading financial newspaper in Russia
- Networking conferences in the most high-tech venues
- Providing a full-service in organizing the conference
- Selection of topics and content of the event
- Professional moderation of the event
- Invitation of the newsmakers
- Invitation of experts
- Writing of press- and post-releases
- Organising media publicity of the event and organising media coverage
- Announcing the event on www.kommersantuk.com
- Professional photo shoot of the participants
- Audio recording of presentations



TECHNICAL DATA



Deadline for contract and artwork: 7 days before the publication day

1. Artworks should be supplied in one of the following formats: **PDF** (currently regarded as standard and preferable to all other file formats), **EPS, AI, TIFF**. The least suitable format is JPEG.

2. All images/graphics must be supplied in **high resolution** (200 dpi). Logos, bitmap resolution: 1200 dpi. All colours including pictures must be in **CMYK or Grayscale**, no RGB or Pantone is accepted.

3. Minimum/maximum **dot**: 5%/95%

4. **Total Ink** (color images): 240% (C+M+Y+K), Black Ink limit: 90%

5. **Adobe Acrobat PDF**. All PDF files must be created as a High-End pdf file with the Distiller with **200 dpi resolution** for all pictures. **All fonts must be embedded**.

NOTE: WE ARE UNABLE TO MAKE AMENDMENTS TO PDF FILES.

6. **Adobe Illustrator CS5**. All images and graphics should be **embedded**. All texts should be converted to **outlines/curves**.

7. **Adobe Photoshop CS5**. All layers including texts should be **flattened**.

NOTE: WE ARE UNABLE TO MAKE AMENDMENTS IN TEXTS TO TIFF OR JPEG FILES.

